

# STAR & NFF SPONSORSHIP



UNITED FOR NIGERIA

UNITED BY NIGERIA

## STRATEGY

We created interesting written and visual content inspired by the ceremony, and distribute them to Nigerian football fans, media partners and sports enthusiasts via mainstream and social media, in order to create excitement around:

- What the partnership means for the fans
- What the partnership means for Super Eagles' World Cup feature
- What the partnership means for NB brands: Star Lager and Amstel Malta
- The implication and benefits of NB's sponsorship to Nigeria's football ecosystem.

# 41

PRINT MENTIONS

# 301

MEDIA MENTIONS



# >4.7

MILLION IMPRESSIONS

# 70.5%

POSITIVE COMMENTS ON SOCIAL MEDIA



## MEDIA MENTIONS

84% EARNED & 16% PAID

## 133 SOCIAL MEDIA POST

OVER 4.7 MILLION IMPRESSIONS WITH A REACH OF OVER 3.5 MILLION PEOPLE



## ONLINE MENTIONS

8 PAID MENTIONS & 96 EARNED MENTIONS ON KEY PLATFORMS LIKE NEWSROOM, BUSINESS DAY, THIS DAY, PUNCH, ENCOMIUM, THE CABLE, SABI NEWS, NET, WITH A REACH OF OVER 1.5 MILLION PEOPLE



## RESULTS:



engaging content inspired by the national football team qualifying for the World Cup saw over 4 million Nigerians interact with and share the content.